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Army Performance Improvement Criteria "APIC" Training Module 3

"Customer and Market Focus"

INTRODUCTION

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- This APIC training module is designed to familiarize the organization staff with the basic principles, concepts, and processes of the Army Performance Improvement Criteria.

- The training has been designed in short "two minute" modules that allow the staff to learn weekly without interrupting the work schedule.

APIC Criteria

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- The Army Performance Improvement Criteria includes seven categories of performance criteria:
  1. Leadership
  2. Strategic Planning
  3. Customer and Market Focus
  4. Measurement and Analysis
  5. Human Resources Focus
  6. Process Management
  7. Business Results

APIC 3.0
Customer and Market Focus

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- The Customer and Market Focus category of APIC examines how an organization determines requirements, expectations, and preferences of customers and markets.

- It also examines ***how*** an organization builds relationships with ***customers*** and determines the key factors that lead to gaining customers, and achieving satisfaction, loyalty, and retention, and ultimately business growth and expansion.

APIC 3.1
Customer and Market Knowledge

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- This section evaluates ***how*** an organization determines requirements, expectations, and preferences of customers and markets to ensure the continuing relevance of your products and services.

- It looks at such things as ***how*** do you determine your target customers, how do you listen to your customers, and how do you use relevant information about your customers.

APIC 3.2
Customer Relationships and Satisfaction

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- This section looks at how an organization builds relationships to acquire, satisfy, and retain customers, to increase customer loyalty, and to develop new opportunities.

- Determining customer satisfaction and dissatisfaction may include using such tools as surveys, feedback sessions or focus groups, account histories data, complaint analysis, and transaction completion rates.

More Information about the Army Performance Improvement Criteria and the
"APIC" website can be found at:

www.hqda.army.mil/leadingchange/